

there's a Smokey Belt

for every boy and girl



No. 150 1 inch width SMOKEY BELT
top grain bridle leather

SEE
OTHER
SIDE
FOR
FREE
KIT

Westminster

DEAR SMOKEY:
I WANT TO BE APPOINTED
AN OFFICIAL JUNIOR
FOREST RANGER.
I promise to faithfully
keep the official badge
of the Junior Forest
Ranger, and to do my
best to help
PREVENT
FOREST FIRES!

PLEASE SEND THE JUNIOR FOREST RANGER KIT TO

Name _____
Address _____
City _____ State _____
Age _____

FREE!

Any boy or girl
can become a
Junior Forest Ranger
with the attached
ENROLLMENT CARD.
SMOKEY HEADQUARTERS
will forward an official
Junior Forest Ranger Kit

Thousands of stores have already enrolled
in this Great Public Service Project.
You too, can share in this BELT BONANZA.

For eight years, more than \$6,000,000 annually
was contributed by American business through the Advertising Council
in advertising and publicity of SMOKEY BEAR and
FOREST FIRE PREVENTION. This program has already
preceded this power-packed merchandising promotion.

Feature this BEAUTIFULLY CARDED SELL-ON-SIGHT,
STORY TELLING,
4-COLOR CARD WITH JUNIOR FOREST
RANGER ENROLLMENT CARD ON BACK!

Kids will love to wear these
handsome SMOKEY belts of beautifully
embossed top grain bridle leather
with exclusive SMOKEY
design and handsome bronze trophy buckles
with raised "SMOKEY" LETTERING.

SIZES: 20 to 30 (open stock)
COLORS: Redwood, Natural
DELIVERY: ONE WEEK



No. 175 1½ inch width SMOKEY BELT
top grain bridle leather

MORRIS BELT and SUSPENDER CO.

BE SURE TO SEND
FOR OUR NEW
STYLE AND PRICE CATALOG

719 BROADWAY • NEW YORK 3, N. Y.
Phone: ALgonquin 4-7502



**NEW! And In Support Of
\$6,000,000 Worth of
Public Service Promotion!**

the official
SMOKEY
TEE SHIRT

with Junior Forest Ranger promotion!

American Business in Cooperation with U.S. Forest Service and the Advertising Council has put \$6,000,000 worth of National Advertising back of SMOKEY—the fire-preventing bear! And here is the official tee-shirt that permits you to cooperate with this program!

It will bring you traffic not only because SMOKEY is such an important public service—but also because all kids are “joiners”—and junior can become a Junior Ranger *free* by sending the card enclosed with each shirt!

Be first with the SMOKEY TEE SHIRT... because when there's SMOKEY, there's sales-fire!



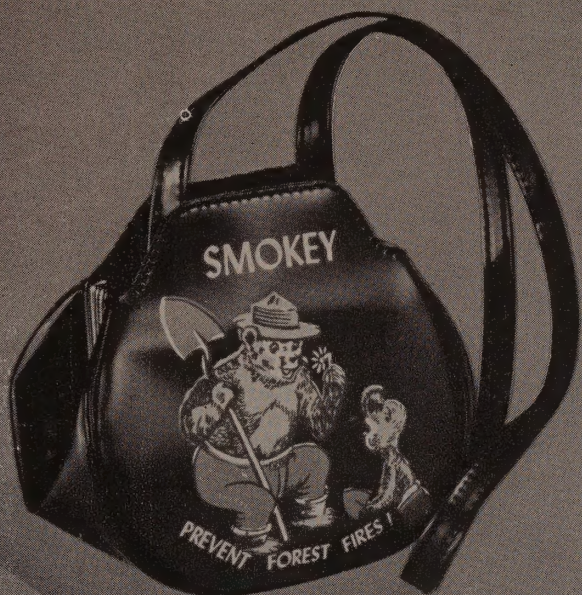
sizes 2 to 6, 79¢ retail
sizes 8 to 16, 89¢ retail

**the same prices as
similar-quality shirts
without the SMOKEY promotion!**

SPECIAL PACKAGE
Sizes 4 to 14, to retail at \$1.

- **individually cellophane-packaged!**
- **Smokey Comic Book with each shirt!**

CINDERELLA KNITTING MILLS Empire State Building, New York 1, N. Y.



GIRLS WILL LOVE "SMOKEY THE BEAR" HANDBAGS

and they can become
Junior Forest Rangers, too!

Every handbag features a colorful reproduction of Smokey the Bear and contains an authentic SMOKEY JUNIOR FOREST RANGER ENROLLMENT CARD. Promote this "natural" gift item for HOLIDAY SALES.

Assorted styles in plastic calf.
Colors: red, navy, green, tan and brown.

YOUTH MODE Bags, Inc.

14 EAST 33rd ST., NEW YORK, N. Y.

Ideal's SMOKEY BEAR will be the Biggest Selling Stuffed Toy of the Year!

- The Biggest promotions of the year are being built around SMOKEY, the most publicized Teddy Bear in America.

- Backed by millions of dollars spent in advertising by private industry . . . sponsored by the Advertising Council.

- Boys and girls all over America who are being enlisted as JUNIOR FOREST RANGERS to help Prevent Forest Fires, will want to own Ideal's Stuffed Toy replica of the famous SMOKEY BEAR.

Plus-Sales for you!

You create big sales-producing store traffic by inviting children to become JUNIOR FOREST RANGERS

- Your store builds good will by participating in this important national project.

IDEAL'S TOY SMOKEY BEARS
RETAIL FOR \$4.98, \$6.98 & \$14.98

IT'S A WONDERFUL TOY . . .



Let us help you

plan a whopping successful SMOKEY BEAR promotion.
Display materials, mats, etc., are available!
Write Today!



IDEAL TOY CORPORATION

200 FIFTH AVENUE

NEW YORK 10, N. Y.

Chicago
14-108 Mdse. Mart

Dallas
340 Mdse. Mart

Los Angeles
914 So. Main St.

SMOKEY SCARFS

are BRICO Scarfs

*Smokey's Forest Conservation program is YOUR OPPORTUNITY
to perform a public service . . . and make your usual profit.*

At 69c retail, Smokey Scarfs for boys and girls are competitive by any standard. Washable; water repellent; about 24 inches square; assorted patterns and color combinations; on that ideal scarf fabric, rayon challis.



How many of these posters and price cards can you use? They will be sent gladly with your order.



BRIAN FABRICS CORP.
1441 BROADWAY, NEW YORK, 18, N. Y.
LO 4-0530

"SMOKEY says,
Help Prevent
Forest Fires"



here's the official

SMOKEY HAT

FOR JUNIOR FOREST RANGERS



Arlin

DEAR SMOKEY:
I WANT TO BE APPOINTED
AN OFFICIAL JUNIOR FOREST
RANGER.
I promise to faithfully
keep the official pledge
of the Junior Forest
Ranger... and to do my
best to help
**PREVENT
FOREST FIRES!**

PLEASE SEND THE JUNIOR FOREST RANGER KIT TO

Name: _____
Address: _____
City: _____ State: _____
Age: _____

Kids will want to fill out the membership card in every hat appointing him a JUNIOR FOREST RANGER. Boys and girls will receive FREE an OFFICIAL JUNIOR FOREST RANGER KIT from the Forest Service in Washington, D.C.

Retailers will want to feature Smokey Hats and perform a genuine public service while making a normal profit. Smokey is seen in every classroom on nationwide TV, car cards, newspapers, magazines, posters everywhere and is heard on more than 1,000 radio stations.

Order Now STYLE #99
SMOKEY JUNIOR FOREST RANGER HAT
Made of 100% wool felt in authentic
RANGER STYLE with Smokey insignia.
COLORS: Forest green, maple-brown, red.
SIZES: Small, Medium and Large—
\$14.00 per dozen 2/10 E.O.M.




ARLINGTON HAT CO., INC.

The No. 1 Resource for Boys' Hats • Western Hats
44 BOND STREET • NEW YORK 12, N. Y.

This shameful waste WEAKENS AMERICA!



 Remember—Only you can
PREVENT FOREST FIRES!



Smokey

gives you this

opportunity

to perform a

public service

and to make your

usual profit!



Ideal Toy Corp.
200 5th Avenue
New York, N. Y.



Salem Co., Inc.
Winston-Salem, N. C.

Blue Ridge Mfrs., Inc.
350 Fifth Avenue
New York, N. Y.

Blue Bell, Inc.
350 Fifth Avenue
New York, N. Y.

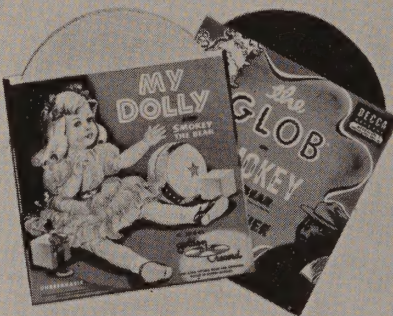


Morris Belt & Suspender Co.
719 Broadway
New York, N. Y.



I. C. Herman & Co., Inc.
79 Madison Avenue
New York, N. Y.

Decca Records
50 W. 57th Street
New York, N. Y.



Simon & Schuster, Inc.
(Golden Records)
630 Fifth Avenue
New York, N. Y.



Cinderella Knitting Mills, Inc.
350 Fifth Avenue
New York, N. Y.



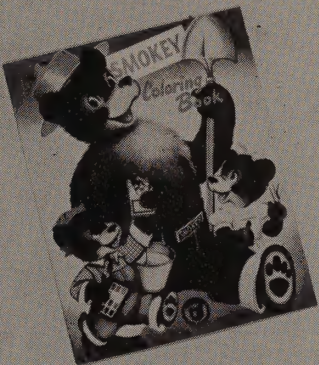
Bantam-Lite Sales Corp.
79 Fifth Avenue
New York, N. Y.

YOU CAN PREVENT FOREST FIRES !

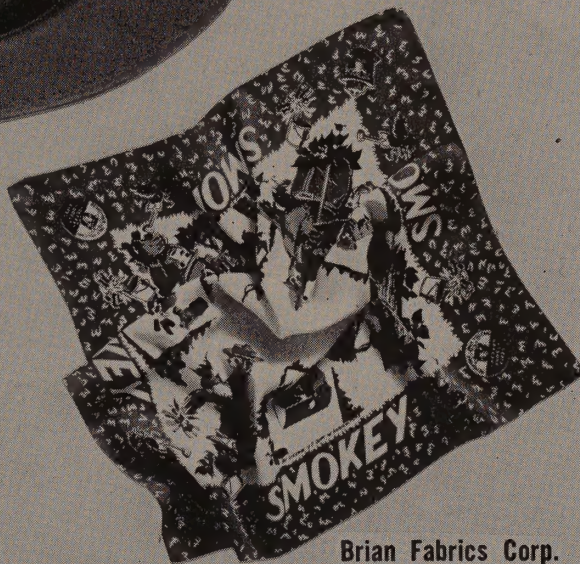
PATRIOTIC THEME OF NEW CHARACTER MERCHANDISING PROMOTION . . .



Arlington Hat Co., Inc.
44 Bond Street
New York, N. Y.



Samuel Lowe Co.
200 Fifth Avenue
New York, N. Y.



Brian Fabrics Corp.
1441 Broadway
New York, N. Y.



Nash, Inc.
316 Barron Street
Jersey City, N. J.

Youth Mode Bags, Inc.
14 E. 33rd Street
New York, N. Y.

An Act of Congress encourages retailers to join with the Government on a promotion which is both in the public interest and, for merchants, a profit-making venture. It is the Smokey Bear Act (Public Law 359 of the 82nd Congress) which provides for the licensing of the Smokey Bear symbol. Smokey, as most people know, is the friendly bear, who has been warning adults and children alike against forest fires for eight years.

The Smokey Bear program has been sponsored as a public service by the Advertising Council, representing business and industry, for the U. S. Forest Service and State Foresters. So popular and effective has Smokey been in his function of fire prevention that the Government has established, in order to reach youngsters, the Smokey Bear Junior Forest Rangers and an extensive character merchandising program — putting the U. S. in a legal 5% operation.

Thus retailers will be given an opportunity to join the Government in urging every boy and girl to become a Smokey Junior Forest Ranger and protect our vital natural resources. This means that any retailer who sells "Smokey Bear" items—at a normal markup—will be undertaking a promotion which is in the national interest and which is backed by the United States Government and State Forestry Departments.

Last year, American business donated over six million dollars worth of free advertising time and space in support of the Smokey Bear Program. Promotion material, including posters and retailer aids will be made available to merchants. This is in addition to the fact that Smokey will appear on fire prevention material sent out jointly by the U. S. Department of Agriculture and State Forestry Departments.

"Smokey" items are available for holiday selling. They can be promoted both as gift items and for their public service value.

BE CAREFUL WITH MATCHES . . .

LIGHT YOUR WAY WITH A FLASHLIGHT!

OFFICIAL

SMOKEY

JUNIOR FOREST RANGER

POCKET
LARIAT **FLASHLIGHT**

The new, exclusive, official Smokey Pocket Flashlight will sell sensation-ally fast. Because America's boys and girls have fallen head-over-heels-in-love with Smokey. More important . . . Smokey and his message will be before them every time they switch on their Smokey flashlight. Stock up with Smokey Pocket Flashlights NOW!

- Super-powered with not one . . . but TWO . . . standard penlite batteries and General Electric lens-magnifying bulb.
- Colorful red lariat can be worn 'round neck.
- Metal case, ivory finish. Top glows red when light is on.
- Individually boxed.

FREE! JUNIOR FOREST RANGER KIT!

An application to become an official Junior Forest Ranger is included with each Smokey Lariat flashlight. This application entitles the boy or girl sending it in to a Junior Forest Ranger kit . . . FREE.



Smokey Says
Remember - Only you can
PREVENT FOREST FIRES!



FREE! AUTOMATIC COUNTER-PAK

With each dozen Smokey Lariat Flashlights you get this Smokey COUNTER-PAK FREE. No loose stock. Sell one and presto! Rest of stock automatically drops into place . . . all set for the next sale.



BANTAM-LITE SALES CORP. 79 FIFTH AVENUE, NEW YORK 3, N. Y.